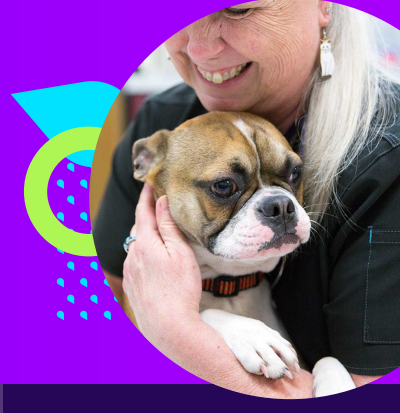


Lakefield Veterinary Group Enhances Marketing & Operational Efficiency With Vetstoria



with Emily Arnold,
Senior Director - Marketing,
Lakefield Veterinary Group



Practice Type:	Practice Management System	Key Features Used:	Location
<ul style="list-style-type: none"> Corporate HQ 	 	<ul style="list-style-type: none"> Appointment scheduling Digital Marketing Analytics 	<ul style="list-style-type: none"> 60+ locations across 11 states in the United States

Lakefield Veterinary Group is using Vetstoria to:

- Increase efficiency in each participating hospital.
- Enhance pet owner experience.
- Help their marketing team use insights to improve growth.

"Veterinary professionals should consider a solution like Vetstoria because it's a time-saving tool and helps you tap into the revenue you miss from potential out-of-hours bookings, which amounts to 40% of the total bookings a practice would get."

Emily Arnold,
Senior Director - Marketing, Lakefield Veterinary Group



Lakefield wanted to accomplish a few key goals including:

- Offer their veterinary hospitals an online booking platform that would help to improve client communication and operational efficiency.
- Measure their marketing performance, understand sources of clients and gain insights that could help them improve overall marketing ROI.

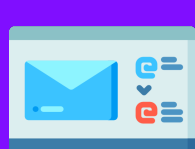
How did they use Vetstoria to achieve this?



Lakefield VG worked with Vetstoria's implementation and onboarding teams to create a tailored practice roll-out plan. This helped each practice set up and go live with Vetstoria's real-time appointment scheduling on their websites.



They used Vetstoria's custom dashboard to view group and practice-level performance metrics that provides operational insights and campaigns across all locations.



Integrated and enabled Vetstoria booking links across various digital channels, (Email, Social, Google My Business).



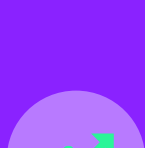
Created unique "smart links" within Vetstoria's digital marketing feature to track and measure campaign results.

"Vetstoria is more than an online booking platform. It offers marketing campaign tracking and analytics— which we had challenges with in the past. But now, we get to track appointment bookings and campaigns easily. Our team can be more proactive and strategic with the level of data tracking powered by Vetstoria."

Emily Arnold,
Senior Director - Marketing, Lakefield Veterinary Group



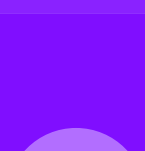
Results



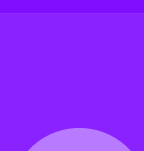
Improvement in efficiency across both marketing and operational teams



Fewer phone calls and more time saved



Improved pet owner booking experience



Easy tracking of appointment bookings and campaigns

"The Vetstoria team has been great to work with – they are super responsive. They've been a great partner, and onboarding hospitals has been an easy process."

Emily Arnold,
Senior Director - Marketing, Lakefield Veterinary Group



Want to see how Vetstoria works for your practice?

[Book a demo with us today](#)